



Job Description

Position: Digital Content Creator / Graphic Designer

Accountable to: Head of Admissions and Marketing and Marketing Manager

Your Professional Duties: To work as part of a busy and proactive Marketing, Publications, Alumni and Events team for the production of the highest quality online and hardcopy communications and marketing materials for the School. This role requires the ability to manage a number of projects at the same time and plan your own work flow to meet deadlines. You would work closely with colleagues - Marketing Officers, Digital Content Creator / Graphic Designer, Graphic Designer and relevant teaching colleagues as well as external print and digital media suppliers. Develop the ethos of the School whilst seeking to cultivate the holistic JIS Learner Profile which includes:

Communication	Leadership
Thinking	Integration
Engagement	Resilience

General Statement of Responsibilities

1. During the working day the Digital Content Creator / Graphic Designer must remain in the Admissions Office, except when engaged in work directly related to the post.
2. The Admissions Office will be open between 7.30am and 4.30pm, Monday to Thursday, 7.30am – 12 noon and 2pm – 3.30pm on Fridays. As is the nature of digital content work there will be occasions (when a publication deadline is close) when the Digital Content Creator will need to work extended hours.
3. It is impossible to itemise every duty that will come the way of the Digital Content Creator / Graphic Designer. The role requires outstanding time management skills, independence and commitment. It also necessitates a willingness to work as part of a team.
4. The Digital Content Creator / Graphic Designer is a member of the Marketing Team and will work alongside the other members (the other Digital Content Creator, Marketing Assistant, Graphic Designer, Marketing Officer - Alumni) as and when required.

Duties and Responsibilities:

The main responsibilities of the role will include:

- Creating enticing, original and high-quality digital content;
- Creation of materials for Wechat.



- Webstory creation.
- Working with Adobe Creative Suite (predominantly Lightroom and Photoshop for image retouching, Premiere Pro for video editing, and After Effects to create motion graphics and animated video content);
- Creating and formatting assets that work across all of our digital channels including website, Instagram, Facebook, Twitter, LinkedIn and third-party digital and print advertising;
- Working closely with the design team on art direction and image composition, to ensure all assets integrate seamlessly with digital and print designs.
- The ability to write in excellent English for Press Releases.
- Photography and video shoots on-site and off-site, including on school trips, when required;
- Setting up lighting and audio equipment for video shoots as required;
- Maintaining the photographic/video/media library;

This list of duties and responsibilities is not exhaustive and includes any reasonable additional request which assists the smooth operation of the department.

PERSON SPECIFICATION FOR THE ROLE OF OPERATIONS AND ADMINISTRATION STAFF (DIGITAL CONTENT CREATOR / GRAPHIC DESIGNER)

Criteria	Essential	Desirable
Education / Qualifications	<ul style="list-style-type: none"> • Diploma and above in related field • Formal photography / videography/graphic design qualifications 	<ul style="list-style-type: none"> • Other professional qualifications
Knowledge and Experience	<ul style="list-style-type: none"> • Experience in creating digital assets • Experience of managing Social Media channels • Experience in creating compelling video and photographic content • Experience in Adobe Creative Suite (predominantly Lightroom and Photoshop for image retouching, Premiere Pro for video editing, and After Effects to create motion graphics and animated video content) • Experienced photographer (Nikon D7100 DLSR Camera and Canon M50 Camera) • Be familiar with lighting apertures and ratios 	<ul style="list-style-type: none"> • Previous work experience in advertising and publications industry • Other work experience within an office/admin environment • Competence in Chinese and Malay languages • Understanding of safeguarding and child protection policies and practices • Valid driving licence





	<ul style="list-style-type: none"> • Proficient ICT user • Excellent administrative and creative/illustrative skills • Good attention to detail • Proficient in English 	
Professional Skills	<ul style="list-style-type: none"> • Technically proficient if not formally trained • Excellent photography and videography skills • Ability to write engaging and accurate captions for Social Media • The ability to art direct • The ability to take direction • The ability to work well both independently and as part of a team • Excellent communication skills, both verbal and written • To work to a high level of accuracy • Strong organisational skills • The ability to work quickly, to multi-task and to work well under pressure • The ability to engage enthusiastically with students and colleagues • Able to put forward a wealth of creative ideas • Able to implement brand guidelines and adapt to the brand's aesthetics • Well organised and work within deadlines • Good interpersonal and communication skills • Form and maintain excellent effective relationships with all in school • Ability to work independently and a good team player 	<ul style="list-style-type: none"> • Significant knowledge of photography equipment and lighting • High technical standard of photo retouching and image editing skills • Proficient in Premiere Pro/Final Cut Pro, Lightroom and After Effects • Photography and illustrator skills • Experience of delivering presentations/ability to speak to groups





	<ul style="list-style-type: none"> • Ability to think creatively to produce new ideas/concepts and develop interactive design • Ability to show initiative and be creative within the brief/school branding 	
Personal Qualities	<ul style="list-style-type: none"> • To be committed to safeguarding and to promoting the welfare of pupils • Ability to use initiative and have a 'can do' attitude • Well organised • Caring, positive, honest and open • Respect and awareness for confidentiality • Ambitious and willing to learn • Self-motivated and energetic • Pro-active and able to work on own initiative • Dedicated and hard working • Highly collaborative • Highly Personable • Open and receptive to feedback • willing to go the extra mile for the school and its stakeholders • willing to undertake further training appropriate to role • Keen interest in social media • Keen interest in all aspects of school life and eager to engage with whole school community • Citizen or Permanent Resident of Brunei Darussalam 	<ul style="list-style-type: none"> • Ability to maintain a professional manner under pressure • Proactive in self-development and in pursuit of work to its completion